

Rep Order# 9780238 Ver# 1 Status New Traffic Order# Printed: 07/30/2012 9:23 AM 1 of 2
EC'd No Last Received: 07/28/2012 2:00 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1519
Buyer Katie Keuleman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1519
Flight Dates 07/31/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW OBAMA ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	530P-6P	ABC 7 NEWS @ 5:30 EDITION	:60	\$1,000.00	07/31-08/03	1	1	1	\$1,000.00	
	2	TU-F	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	07/31-08/03 08/07-08/10	4 1	1 1	4 1	\$4,000.00	
	3	TU-F	730P-8P	JEOPARDY	:60	\$800.00	07/31-08/03 08/07-08/10	4 1	1 1	4 1	\$4,000.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	08/04-08/04	1	1	1	\$800.00	
	5	M	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	08/06-08/06	1	1	1	\$800.00	
	6	M	730P-8P	JEOPARDY	:60	\$800.00	08/06-08/06	1	1	1	\$800.00	

---REPORT TOTALS---
Report Totals: 14 / \$11,400.00

---SALES MONTHLY TOTALS---

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Aug 12: 14 / \$11,400.00
Sales Totals: 14 / \$11,400.00
Station Totals: 14 / \$11,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$459,677	CABL 0%	WBSV 0%	WFLA 14%	WFTS 16%
		WTOG 0%	WTTA 1%	WTVT 32%	WWSB 2%
			UNKN 0%		
			WTSP 32%		

Books null
Demos RA35+

CONTRACT



WWSB
 1477 Tenth Street
 Sarasota, FL 34236
 (941)552-0777

www.wwsb.tv

And:

GMMB
 1010 WISCONSIN AVE NW
 WASHINGTON, DC 20007

<u>Contract / Revision</u> 31160 /		<u>Alt. Order #</u> 09780238
<u>Product</u> 95/101/1519/OBAMA FOR AMERICA		
<u>Contract Dates</u> 07/31/12 - 08/13/12	<u>Est. #</u> 1519	
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Original Date / Revision</u> 07/30/12 / 07/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	07/31/12	08/03/12	ABC 7 News at 530p	530-6p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				1	\$1,000.00			
N 2	7	07/31/12	08/10/12	M-Sa 7-730p	WHEEL		1:00			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				4	\$800.00			
Week:		08/06/12	08/12/12	-TWTF--				1	\$800.00			
N 3	7	07/31/12	08/10/12	M-Sa 730-8p	JEOPARDY		1:00			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				4	\$800.00			
Week:		08/06/12	08/12/12	-TWTF--				1	\$800.00			
N 4	7	08/04/12	08/04/12	M-Sa 7-730p	WHEEL		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$800.00			
N 5	7	08/06/12	08/06/12	M-Sa 7-730p	WHEEL		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$800.00			
N 6	7	08/06/12	08/06/12	M-Sa 730-8p	JEOPARDY		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$800.00			
Totals											14	\$11,400.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/10/12	14	\$11,400.00	\$9,690.00
Totals	14	\$11,400.00	\$9,690.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.